MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BEL1014 – ELECTRONIC COMMERCE

(All sections / Groups)

03 OCTOBER 2023
2.30P.M. - 4.30P.M. (2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages (including cover page) with 4 questions only.
2. Attempt **ALL** questions. All the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

GENERAL INSTRUCTIONS

- Rule No. 4: General Discipline of Students of Multimedia University applies to students conduct with regards to cheating during exams.

QUESTION 1

a. Explain what are the implications of cloud computing for e-commerce. (5 marks)

b. Describe each of the terms listed below:

i. Packet Switching (3 marks)
ii. TCP/IP communications protocol (3 marks)
iii. Client/server computing (3 marks)
iv. Private Industry Network (3 marks)
v. P2P Architecture (3 marks)

c. Explain what is Intellectual Property Protection. (5 marks)

(Total 25 marks)

QUESTION 2

a. Explain why online career services are so well suited to the Web. (9 marks)

b. Define and describe the transaction broker business model and discuss the eight components of the business model for this type of B2C firm. (16 marks)

(Total 25 marks)

QUESTION 3

a. Explain why have newspaper revenues significantly declined from what they were in 2000. (8 marks)

b. Describe the vision of online retailing during the early days of e-commerce. (14 marks)

c. Indicate if the predictions and assumptions turn out to be true for (b) above. (3 marks)

(Total 25 marks)

Continued...

QUESTION 4

a. Explain the procurement process. What are the seven basic steps in the procurement process?

(10 marks)

b. Briefly explain who are the e-commerce enablers and why are they important.

(5 marks)

c. Discuss the security of communications channels. Include definitions and explanations for the terms:

i. Secure Sockets Layer (SSL)
ii. Transport Layer Security (TLS)
iii. Secure negotiated session
iv. Virtual Private Network (VPN)

(10 marks)

(Total 25 marks)

End of Page